

LEO BURITT U.S.A.

a division of Leo Burnett Worldwide, Inc.

All Sm. 740's—Marlboro Green—Reg. No. 387728—paper—4 1/2" x 8 1/4" x 2 1/4" inches—Rolling Stone, 1973 1A)

Printed in U.S.A.

Come to where the flavor is.  
Come to Marlboro Country.



Marlboro Red or Longhorn 100's—  
you get a lot to like.

King, 10 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.  
100's 17 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking is Dangerous to Your Health.

